

MADERA COUNTY

PUBLIC INFORMATION OFFICER

DEFINITION

Under administrative direction, to perform a variety of tasks related to the dissemination of information to promote the understanding of Madera County programs, services, activities, regulations, objectives and administrative proceedings to a wide variety of audiences, including the general public, communications and media representatives, community and civic groups, public agencies, and private organizations, and to perform other related duties as required.

DISTINGUISHING CHARACTERISTICS

This is a single-position classification characterized by its responsibility to develop and administer a program fostering public understanding of County goals, policies, programs and services.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Writes, plans, organizes, and coordinates the dissemination of information to the general public, communications media, public and private sector officials, industry and businesses; directs activities associated with the release of information to the communications media by providing information and presenting the County's position in order to obtain support and promote community relations; develops guidelines, regulations, and operations manuals and ensures the dissemination of readily understandable pamphlets, brochures, articles, fact sheets, bulletins, photographs, video/film materials, graphics, websites, and other informational material related to assigned programs, activities, regulations, and administrative proceedings to non-technical users; analyzes and evaluates the public's interest and extent of understanding of County programs and services; reviews legislative bills for news value and to bring to the attention of concerned departmental personnel; composes material to be presented before legislative bodies for the purpose of obtaining assistance for County programs or legislation considered necessary by the Board of Supervisors and/or the County Administrative Officer; serves as a resource to County management advising officials on media relations, procedures and processes; arranges media events such as press conferences, tours, and County dedications or celebrations; prepares speeches, scripts, and other informational material for public information purposes; plans, arranges, and coordinates workshops, information sessions, special conferences, and public hearings regarding programs, services, rules, regulations, administrative procedures, and other County related issues; develops and implements policies and procedures that enhance the County's community, legislative, communications media, public outreach, industry and business programs; prepares correspondence in reply to inquiries, general complaints, and suggestions relative to the County's programs, activities and administrative procedures; prepares program specific reports, newsletters, studies, and other informational documents, and oversees the maintenance of records and press clippings; establishes and maintains effective working relationships with representatives of the media and identifies opportunities to strengthen and improve communications.

OTHER JOB RELATED DUTIES

Performs related duties and responsibilities as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Principles and techniques of mass and targeted communications practices, public speaking, and journalism.

Principles, techniques, and methods to plan, develop, and coordinate a local government public relations/education and media liaison program.

Relationship of federal and state programs with local government programs.

County government programs, services, activities, regulations, and administrative proceedings.

Principles, techniques, and methods to plan, develop, and represent a public agency before the general public and officials of public/private organizations.

Techniques of preparation and methods of dissemination of informational materials targeted to a wide variety of internal and external audiences.

Correct English grammar, spelling, punctuation, and vocabulary.

Writing, editing, publishing and media productions procedures.

Graphic display techniques and the styles and techniques used in developing and producing audiovisual, radio, television, cable TV, and website presentations.

Requirements and techniques utilized in the dissemination of information during emergency situations.

Emerging communication technologies.

Principles and techniques of establishing and maintaining good public relations.

General office software programs as well as publishing software programs.

Skill to:

Operate modern office equipment, including computer equipment.

Operate a motor vehicle safely.

Ability to:

Develop, implement, and coordinate an effective and responsible local government public relations and media liaison program.

Plan, collect, organize, synthesize, and evaluate data and information from a variety of sources.

Assess political environments and develop appropriate communication strategies.

Assist members of the Board of Supervisors and/or the County Administrative Officer to formulate responses to complaints from concerned citizens and employees.

Read, understand and apply applicable federal, state, and local laws, rules and regulations.

Understand and effectively communicate County regulations and procedures in an understandable format.

Handle a wide variety of public contact with courtesy and tact both on the telephone and in person.

Prepare a variety of written analyses, evaluation summaries, recommendations, speeches, scripts, correspondence, and reports.

Communicate effectively and persuasively, both orally and in writing.

Speak in public and before a wide diversity of groups.

Write, edit, and direct the preparation of publications.

Respond to the press and the public during emergency situations.

Ability to:

Adhere to deadlines and short time constraints.

Maintain confidentiality of sensitive information.

Operate a word processor and/or computer terminal equipment.

Experience and Training Guidelines:

Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills and abilities would be:

Experience

Two years of public relations and/or communications media experience including the writing, editing, producing and/or placing of news and feature articles for the various communications media.

Training

Equivalent a Bachelor's degree from an accredited college or university with major course work in journalism, communications, media, English, or a closely related field.

License

Possession of, or ability to obtain by date of appointment, a valid California Driver's license.

Special Requirements

Essential duties require the following physical skills and work environment:

Ability to work in a standard office environment; some exposure to cold, heat, noise, outdoors, and confining work space; ability to travel to different sites and locations.

Date: